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Opportunity

## **In-Market Representation Contract**

WEST MIDLANDS GROWTH COMPANY LIMITED

F02: Contract notice

Notice reference: 2021/S 000-009883

Published: 6 May 2021, 4:38pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

WEST MIDLANDS GROWTH COMPANY LIMITED

Baskerville House, 2 Centenary Square

BIRMINGHAM

B12ND

#### **Contact**

Ronny Tigere

#### **Email**

[ronny.tigere@wmgrowth.com](mailto:ronny.tigere@wmgrowth.com)

#### **Telephone**

+44 1212025057

#### **Country**

United Kingdom

**NUTS code**

UKG3 - West Midlands

**Internet address(es)**

Main address

<https://www.wmgrowth.com>

Buyer's address

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

In-Market Representation Contract

Reference number

2021-WMGC-0003

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services
  - RB01 - For micro-economics
  - RB02 - For macro-economics
  - RB03 - For industrial economics
  - RB04 - For competition economics
  - RB06 - For trade economics
  - RB07 - For international economics
  - RB08 - For national economics
  - RB09 - For regional economics
  - RB10 - For geographical economics
  - RB11 - For banking economics
  - RB14 - For monetary economics
  - RB16 - For innovation economics
  - RB17 - For economic forecasting
  - RB18 - For public economics
  - RB19 - For private economics
  - RB20 - For market economics
  - RB21 - For planned economics

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

WMGC Ltd as the contracting authority is seeking to contract with an in-market representation and delivery partner, to support in the delivery of a comprehensive programme of investment promotion and business development activities, as part of the Birmingham 2022 Commonwealth Games Business & Tourism programme

### **II.1.5) Estimated total value**

Value excluding VAT: £321,750

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

The Authority will reserve the right in awarding the Lots in any combination as long as that discretion to award the Lots demonstrates value for money

## **II.2) Description**

### **II.2.1) Title**

In-Market Representation Australia

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be across the West Midlands as the crow flies from postcode B1

### **II.2.4) Description of the procurement**

Australia in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £92,250

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

18

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.14) Additional information**

The base contract value for Lot 1 is £67,250 and achievement of contract target will result in further payment of £25,000. Tenderers must take note of these details when preparing their tenders as per ITT document.

## **II.2) Description**

### **II.2.1) Title**

Canada & North Eastern USA

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services
- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The Place of performance will be across the West Midlands as the Crow Flies from postcode B1

### **II.2.4) Description of the procurement**

Canada/USA in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £92,250

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

18

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.14) Additional information**

The base contract value for Lot 2 is £67,250 and achievement of contract target will result in further payment of £25,000. Tenderers must take note of these details when preparing their tenders as per ITT document.

## **II.2) Description**

### **II.2.1) Title**

India - In-Market Representation

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79312000 - Market-testing services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79419000 - Evaluation consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be as the crow flies from postcode B1

## **II.2.4) Description of the procurement**

India in-market business development representation to drive relationships with key stakeholders, generate a qualified pipeline of FDI prospects for the West Midlands, UK and support with in-market delivery of the West Midlands India Partnership, to drive bilateral trade and inward and capital investment from India to the West Midlands, UK.

## **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £92,250

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

18

This contract is subject to renewal

No

## **II.2.10) Information about variants**

Variants will be accepted: No

## **II.2.11) Information about options**

Options: No

## **II.2.14) Additional information**

The base contract value for Lot 3 is £67,250 and achievement of contract target will result in further payment of £25,000. Tenderers must take note of these details when preparing their tenders as per ITT document.

## **II.2) Description**



### **II.2.1) Title**

Singapore & Malaysia In-market Representation

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79300000 - Market and economic research; polling and statistics
- 79413000 - Marketing management consultancy services
- 79419000 - Evaluation consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The main place of performance will be throughout the West Midlands as the crow flies from postcode B1

### **II.2.4) Description of the procurement**

Singapore & Malaysia in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £45,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

18

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.14) Additional information**

The base contract value for Lot 3 is £32,500 and achievement of contract target will result in further payment of £12,500. Tenderers must take note of these details when preparing their tenders as per ITT document.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As Per tender documents

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Minimum Turnover per Lot will be applied

Minimum level(s) of standards possibly required

As Per Tender documents

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As Per Tender documents

Minimum level(s) of standards possibly required

As Per Tender documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As Per tender documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

7 June 2021

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

7 June 2021

Local time

1:00pm

Place

In-Tend Portal

Information about authorised persons and opening procedure

Procurement Lead or Finance Manager

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

This procurement exercise is being conducted using In-Tend (e-tendering platform). All tenderers wishing to participate in this tender process are required to register on this link <https://in-tendhost.co.uk/wmgrowth.aspx/Registration> and use the Register / Sign In button which is located on the left hand side of the page and complete the registration forms. Following registration, an e-mail will be sent to you advising of your user ID along with a reminder of your e-mail address and password. Details of the project are located under the current tenders link which is also where you can express an interest and receive the documentation. Once you have done this you must log back into the website using the details provided following registration and locate the contract document under Tenders, My Tenders on the menu. The Tender should be received no later than Friday 7th June 2021

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Commercial Working Group

Baskerville House 2 Centenary Square Birmingham United Kingdom

Birmingham

B1 2ND

Email

[ronny.tigere@wmqc.com](mailto:ronny.tigere@wmqc.com)

Telephone

+44 1212025115

Country

United Kingdom

Internet address

<https://www.wmgrowth.com>

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

WMGC Ltd will incorporate a minimum of 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting Authority before the contract is entered into. The further clarification request of the intention to award must be sought within 10 days of issuing the intention to award letters